

Online Shopping - US - June 2014

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“E-commerce sales are growing rapidly, but are still only at the outset of a journey to become the default means of shopping for the vast majority of purchases, including categories currently seen as unsuitable for online sales.”
– Billy Hulkower, Senior Technology and Media Analyst

This report looks at the following areas:

- Can brick-and-mortar make a comeback?
- Can e-tail crack produce or personal care?

With a 16% CAGR (compound annual growth rate) from 2010-13, e-commerce is a central piece of consumer retailing. This report aims to help e-tailers (including both web-only and those with brick-and-mortar stores) to become more competitive in drawing online sales. Subjects include perceptions of safety in making online purchases, interest in automatic reordering, purchase of groceries, and sentiments regarding the advantage of online shopping vs in-person shopping. The report also provides an in-depth examination of the online research process that leads toward purchasing. These subjects are covered by age groups, income groups, racial and ethnic groups, and, where applicable, by the frequency with which respondents make online purchases.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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